

## THE BENEFITS OF DIGITAL MARKETING FOR BUSINESS PROMOTION

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### ABSTRACT

With the introduction of new technologies, social media, digital marketing, and social media marketing have become more common. In the modern world, digital marketing has grown in importance as a tool for content promotion, knowledge sharing, and product recognition. This paper aims to explore the diverse demands that arise from customers, the benefits of digital marketing, and how businesses may use it to build their business. Without the use of digital marketing, we are unable to envision any organisation succeeding in the current environment. A business may communicate with customers more effectively and provide them with better service by using this platform.

**Keywords:** digital marketing, social media, social media market etc

### 1. INTRODUCTION

Digital marketing is the phrase used to describe the marketing of products and services using digital technology, mostly the internet, but also mobile phones, display advertising, and other digital mediums. "Online marketing," "Internet marketing," or "Web marketing" are all terms used to describe digital marketing. Digital marketing is an umbrella word for the promotion of a product or service via digital technology, primarily the Internet. Digital marketing efforts are becoming more prevalent and efficient, digital platforms are being integrated into market plans and daily life, and people are becoming digital gadgets rather than visiting to physical stores.

Because the entire world is evolving at such a rapid rate, digital marketing is becoming increasingly important. It is continually utilizing technology and changing the way people live. People are able to access information and connect on a worldwide scale by using digital media. It is also influencing how we select and purchase items and services. Philip Kotler has also defined digital marketing. He defines digital marketing as a type of direct marketing that electronically connects consumers with sellers using interactive technologies such as emails, online forums and news groups, interactive television, mobile platforms, social media, and so on. So, in this definition, he captures everything that is being discussed: the use of electronic platforms, the use of electronic media, how customers can be made aware of your products, how products can be delivered to these customers, how you can understand what the customer is feeling about your products, and, on top of all of that, how you can create new products and strategize your way to success.

### 2. OBJECTIVE

The main purpose of this paper is to review the usefulness of digital marketing in business promotion Methodology Used Secondary data from national/international journals, articles, books, and periodicals is analyzed.

### 3. LITERATURE REVIEW

Review of the Literature A variety of research papers provide in-depth information about digital marketing. According to the following review; The introduction of new technology has created new business prospects for marketers to manage their websites and achieve their business objectives. (Kiani, 1998) E-satisfaction is a consumer's attitude towards quality; it adopts customer support, on-time delivery, clear and trustworthy privacy policies, and fairly priced shipping and handling. (Schefter and Reichheld, 2000) Online advertising is a great marketing tool for developing brands and driving visitors to help businesses succeed. (Song, 2001) E-customer adherence is determined by a variety of criteria, including website and technology usage, value offered, branding, customer service, and trust and security. These brand aspects include things like speed, customized features, simple payment options, speedy delivery, trust, and authenticity. (Marcel Gommans et al., 2001) Digital content such as accessibility, navigation, and speed are defined as vital features for marketing in order for digital marketing to generate outcomes for businesses. Kantilla (2004) It was stated that nine separate customers impact or influence e-satisfaction. They are as follows: online design, price, promotion, and timely delivery, product availability, and return policy, expectations met, customer service, and order tracking. (Adam, 2004) Expectation in terms of producing results and measuring success for advertisement money spent, digital marketing is more cost-efficient for measuring ROI on advertisement. (Pepelnjak, 2008) Social

media with an extraordinary example Facebook has opened the door for businesses to communicate with millions of people. People have bought items and services, and it has created new market marketing opportunities. This is only achievable if managers are completely aware of how to use communication methods to engage customers and improve their experience (Mangold, 2009). Internet marketing has been defined as "achieving marketing objectives by utilizing digital technologies." (Chaffey and colleagues, 2009) Marketing professionals must genuinely comprehend online social marketing initiatives and programs, as well as how to use performance assessment indications efficiently as market dynamics around the world change in regard to youthful audiences' access to and use of social media. Strategic integration tactics must be included in an organization's marketing communication plan. Rohm and Hanna (2011)

Digital marketing has replaced monotonous advertising and marketing tactics. Furthermore, it is so powerful that it has the potential to help revitalize the economy and generate enormous chances for government to work more efficiently. Munshi (2012)

The use of technologies to assist marketing efforts in order to improve customer knowledge by meeting their needs is known as digital marketing. (2013) (Chaffey)

Customers can stay up with corporate information via digital marketing technology (Gangeshwer, 2013). Nowadays, many clients may use the internet at any time and from any location, and businesses are continuously updating information about their goods or services. Customers understand how to browse the company's website, research products, make online purchases, and provide feedback. Consumers receive complete product or service information (Gregory Karp, 2014).

As a result, businesses have created tactics that are carried out through that media platform in order to provide an engaging, focused, and measurable manner of contacting consumers. This approach is frequently referred to as digital marketing. Lamberton and Stephen (2016). Digital marketing has evolved into a necessary tool for market competitors. Because everyone is unknowingly involved in the digital world, its use is the most efficient instrument for reaching out to potential customers (Kannan, 2017) [3]. The Positive Aspects of Online Advertising

These days, one of the quickest ways to shop online is through digital marketing. To sell things globally, digital marketers leverage digital technologies. Customers may get their hands on information whenever and wherever they want, thanks to the widespread availability of digital media. Internet use is on the rise globally due to digital marketing strategies, including business-to-consumer and business-to-business. Significant opportunities exist in digital marketing, which centers on overcoming digital process hurdles.

#### **4. METHODOLOGY**

##### **Quite advanced level of interaction**

Allows for two-way communication with customers, tailoring itself to their needs and expectations in terms of information acquisition and reception. In response, situation-specific navigation, area changes, and dynamic environments are all within the realm of possibility, thanks to interactive communication. Some examples include user preferences, dynamic design, mobile technology, and continuous innovation. They also include the use of top-level customized computer code. Makes life easier for shoppers by letting them learn more about products and services, make purchases without leaving the house, and cut down on wasted time. It requires less capital. Online marketing is more lucrative than more conventional kinds of advertising since it requires less initial investment across a variety of digital media. Apt for new ventures, SMBs, and medium-sized enterprises. Due to its low cost and high efficiency, digital marketing is perfect for startups and small businesses.

##### **Segmentation**

You were able to effectively target a handful of subsets of the market's heterogeneity; how did you do this? Because segmentation and targeting necessitate data and knowledge about the client—both of which are provided by digital platforms—they are now considerably easier to implement. In contrast to the labor-intensive early days of conventional marketing, today, we can sell to consumers on an individual basis and meet their unique demands with specialized solutions, services, and products.

##### **Disciplines within digital marketing Marketing for Affiliates**

With affiliate marketing, you can reach out to customers more effectively than with a traditional sales team. A huge number of individuals in the online world will now be promoting your brand, thanks to you. Some websites may be advertising specific promotions and linking to yours. Reviews, user-generated content, or unboxing videos on YouTube, for instance, could be contributed by a huge number of experts in the industry. There are connections to the website in them. A large number of social media users may be affiliates. Affiliate programs allow interested parties to

promote products on several online marketplaces, including Amazon, Flipkart, and eBay. Affiliate marketing on social media platforms may be highly effective due to the large number of affiliates that can promote your items on these platforms, effectively acting as an extended sales force. An affiliate receives a commission or a share of your profit margins in proportion to the number of times a real customer purchases your goods. Consequently, they are also trying to join a referral program; they will only get paid if clients buy through these affiliates. Referrers in affiliate marketing receive a finder's fee for each referral they make. Typically, e-commerce companies utilize it to promote themselves, and the referrers are paid for each customer, subscriber, or visitor that they bring in. As a strategy for expanding one's brand, it is Direct marketing via email One form of direct marketing is email marketing, which involves sending advertisements and other content-based messages to a target audience. It is completely measurable, mass-configurable, extremely targeted, and quite inexpensive. One kind of digital marketing that makes use of email to promote companies and brands is email marketing. It is a powerful instrument for raising product awareness. A company can use email marketing to do more than get the word out; it can also bring in new customers. Email marketing is a way to build relationships with current and future customers by sending them promotional messages and helpful content. Profitability is enhanced as a result of the organization's capacity to maximize customer retention and value. A business can maximize its marketing efforts by focusing on specific customer subsets using a tailored, segmented email database.

Common email formats include the following:

1. First, a welcome email might be sent to a consumer in response to their enrolment in the loyalty program, their engagement with the brand, or a particular transaction. In general, welcome emails are brief and filled with warmth and friendliness. Each email is concise.
2. An email for transaction confirmation is sent to you whenever you buy something online. This serves as documentation that the transaction took place, much like a receipt, which the consumer should always have on hand. The fact that it is automatically prepared and delivered to the customer's email address at the conclusion of a transaction makes it more systematic.
3. Thank you Emails: When a consumer makes a purchase, offers feedback, takes part in a survey, takes part in a promotional activity, or promotes your business to someone else, you can thank them by email. An email of gratitude to the customer for taking crucial action is appropriate in such a situation. Thirdly, after the sale, the customer may receive a thank you email
4. Lead Management Email: Pleasantly worded emails that can be used to guide customers through the entire customer cycle. Customers should be able to handle lead management emails, and they should be used properly.

### Media Platforms

The term "social media" can refer to both the written word and the visual and auditory content that users create and share online. Because technology allows people to collaborate and engage in ways that no other media can, it has completely changed the marketing landscape. Companies can get both positive and negative product reviews through digital marketing's use of social media. Client, along with the most effective forms of media for reaching them. Thanks to social media, it's much easier to understand your customers now that they communicate about their consumption patterns and the goods they use. That way, you may find out how the customer is really feeling and what they're thinking without having to ask them directly. What kind of information may be retrieved from each of these customers is another important factor to think about in this context. Promoting the business's story and inviting consumers to join in on a powerful collaboration are two ways in which social media may help with brand building. The enormous impact that social media platforms play in generating awareness is largely attributable to the viral nature of these platforms. Businesses can also use it to get direct fan feedback and share relevant content with them.

### Marketing on the Web

Direct delivery of promotional marketing messages to consumers using the Internet is known as online advertising. Everything that emerges as a commercial message on the Internet is called online advertising. That is, it may show up in an email, social media, search engine, or online browser. New marketing channels are constantly increasing the reach of online ads, even when some of these ads are less popular or are only starting to acquire steam. On a daily basis, we are exposed to a multitude of things. "Search Engine Optimisation" is an acronym for this process. To increase the number of people who see your website when they search for a product or service, search engine optimization (SEO) is a must. What follows is an example of the complete output or results page that you would see from a search engine. We have organic search engines, often known as organic SEO, which describe the steps to take to rank higher in organic search engine results naturally. Websites can benefit from search engine optimization, which involves tweaking various aspects of the site to increase its visibility in search engine results for targeted keywords.

Search engine optimization (SEO) is making sure that search engines have up-to-date, relevant, and easy-to-read content about your business to index and display when people search for it. Search engine optimization is crucial for acquisition. It helps get your business's product or service in front of potential clients by making sure it shows up in search results. SEO falls under the broader umbrella of search engine marketing, which encompasses all strategies pertaining to search marketing. Search engine marketing makes use of both paid and organic search. To have your website shown when users enter certain keywords, you can pay to have it included in search engine results through paid search. The search engine displays both paid and organic listings, albeit they are displayed in different sections of the page.

### **Programmatic Ads (PPC)**

With pay-per-click advertising, you only fork over cash when a prospective buyer actually clicks on your ad. The terms "pay per click" and "cost per click" are used interchangeably. It is a method of promoting websites using the Internet.

An advertisement pays the publisher whenever the ad is clicked.

The term "search engine advertising" is among the most common PPC expressions. As a result, businesses can compete with one another to have their ads displayed in search engine-sponsored links in response to customers' inquiries about relevant products and services. Advertisers in pay-per-click models only fork out cash when prospective customers actually click on their ads. Pages that appear in search engine results include the ads. Pay-per-click (PPC) advertising means that ads will show up when a customer searches for certain terms. It aids in acquiring and retaining customers. Marketers can also contact those who have shown interest in their products or services through this method.

## **5. CONCLUSION**

These days, companies must pay attention to the importance of digital marketing to their growth. In order to facilitate the delivery of goods and services, businesses rely on a wide range of electronic devices, including tablets, cellphones, televisions, computers, media, social media, and email. It streamlines the process of marketing campaign planning and execution, which is a huge time saver for marketing professionals.

Digital marketing has largely replaced more conventional methods in this cutthroat sector. The use of digital marketing allows for the expansion and exploration of a company on a worldwide scale. In addition to being accessible at all hours of the day and night, digital marketing also makes it easy to compare products and purchase services. Customers have the option to return an item if they are unhappy with it after receiving it.

Digital marketing allows the company to efficiently reach out to consumers and raise awareness of its brand, according to the study's conclusion.

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